Richard A. Bugg, dir-mktg & sales
Roger M. Hornig, field sales mgr
Ernest P. Amaral, mgr-natl accts
Jack W. Wagner, mgr-natl accts

Advertising Agency

Humphrey Browning MacDougall/Creamer, Boston—John McNamara, acct super-golf div; Marty Curran, acct super-rubber div.

PINKERTON'S
New York

Marketing Personnel

C. Gehrmann Holland, sr vp, sales & mktg

Advertising Agency

Douglas J. Turner, Newark, N.J.—Douglas J. Turner, acct super.

ANDREW JERGENS CO.
Cincinnati

Marketing Personnel

Robert L. Dorn, exec vp-mktg
Rodger V. Reed, vp-mktg
Linda D. Cornell, vp-new prod devel
D. Tim Zimmerman, dir-prod mgmt
Richard R. Culpin, vp-sales

Advertising Agency

Ally & Gargano, New York—Jergens lotion, Jergens Aloe & Lanolin lotion, Jergens mild soap, Jergens Aloe & Lanolin soap, Jergens lotion-enriched liquid soap, Gentle Touch soap, plus a general line of toiletries & cosmetics—Dennis Visich, sr vp-group mgmt super; Charles McMellon, vp-mgmt super; Peter Fedyck, acct super.

SWINGLINE INC.
New York

Marketing Personnel

David B. Miller, vp-sales & mktg
John Sheridan, dir-sales & mktg, business machines div
Fred Weiss, vp-mktg devel & admin
Jack Shulman, vp-sales, office prod div
Anne Burritt, mktg services mgr, office prod div
John Peters, export mgr
William Gibbons, natl sales mgr, consumer prod & retail stationery div
Anne Beirne, mktg services mgr, consumer prod & retail stationery div

Advertising Agency

Al Paul Lefton Co., New York—G. William Wolfsion, president-mgmt super; Robert H.D. Ellis, vp.

MCM PRODUCTS
Old Greenwich, Conn.

Corporate Personnel

R.P. Truitt, president-ceo.

Marketing Personnel

Daniel Roberts, natl sales mgr, W.R. Case & Sons Cutlery Co.
Richard B. Turner, vp-sales, professional div, Marson Corp.
Robert M. Hewson, vp-sales, consumer/hardware div, Marson Corp.
Craig M. Meyers, vp-sales, fastener div, Marson Corp.
Paul Greenberg, vp-sales & mktg, Marvel Lighting Corp.

Advertising Agencies

McDougall Associates, Peabody, Mass.—Marson Corp.—Dan McDougall, president.
Paul, Phelan & Perry Ltd.—Marson Canada—K.E. McEnirney, president.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzjl0000

American Tobacco Co. - Advertising - 1986

Top 100 eke out 2.7% ad increase

American Brands
New York

RANK **51**

($ in millions)

Worldwide	1986	1984	% chg
Sales	7,308	6,995	4.5
Net income	425	414	2.8
U.S.	**1986**	**1984**	**% chg**
Sales	3,150	3,065	2.8
Operating profits	898	551	63.0
Advertising	160	156	2.7
Division sales	**1985**	**1984**	**% chg**
Int'l tobacco	4,390	4,229	3.8
Hardware	569	519	9.6
Distilled bevs.	250	246	1.6
Office products	337	336	0.3
Food products	507	494	2.6
Other	1,256	1,171	7.3

American Brands experienced a positive turnaround in sales from its cigaret and cigar divisions in 1985, but despite the improvement, the divisions suffered an across-the-board decline in market share among lead brands—Pall Mall, Tareyton and Carlton.

American Brands seems tied to the annual performance of its tobacco divisions, which in 1985 grew 3.8% in sales, helping push over-all sales up 4.5%. This compares with a 4.3% drop in cigaret and cigar sales in 1984 and an over-all drop of 1.4% for the parent company.

The divisions had combined sales accounting for 60% of total company sales, and drew 58% of all measured media ad spending at American Brands.

American Tobacco Co., incorporated as a separate operating subsidiary in January, saw its share of the total cigaret market decrease in 1985 from 7.9 to 7.4, with its largest seller, Pall Mall, recording a 3.5 market share, down from 3.8 in 1984.

Pall Mall, the seventh best-selling cigaret in the country, is the industry leader in the nonfilter cigaret market, and American Brands spent less than $100,000 in measured advertising on the brand.

The Pall Mall brand family began receiving more substantial ad support in 1986 with the national rollout of Pall Mall 25s, a full-per-unit-priced convenience packaging.

American Tobacco's Carlton family, which now includes 11 products, was expanded in 1985 with the addition of Carlton Menthol 100's box. AB spent $24 million on the Carlton brands in the seven media measured by Leading National Advertisers last year, nearly 41% of all the money it spent in measured media.

American Tobacco spent more than $7 million on its Lucky Strike brand, a brand family that, although steeped in tradition, has presented the best growth opportunity for AT in Lucky low-tar filters and Lucky Lights, mid and low-tar entries. The Lucky filters line is backed by the sometimes controversial yet well noted "Light My Lucky" campaign. The two brand styles posted a whopping 41.2% unit sales increase and moved to a 0.4% market share, slightly below the 0.5% considered to be the breaking point for a sustainable cigaret brand, according to John C. Maxwell Jr., tobacco analyst for Furman Selz Dietz Mager & Birney, New York.

The company's Tareyton brand continued its long-term sales decline and ended 1985 with an 8.7% drop in volume. At yearend, the brand held a 1% share of market, according to Mr. Maxwell.

American Brands' other tobacco division, American Cigar Co., rolled out several new products in 1985, including American Sweets, a moderate-priced, full-bodied cigar. American Sweets is American Cigar's first entry into this popular cigar category. The new product has a suggested retail price of 60¢ for a package of five.

The leading national advertisers spent $26.67 billion in total advertising in 1985, up from a restated $25.97 billion in 1984. Spending broke out into $14.57 billion, up about 4%, in 11 measured media, representing about 53% of all national expenditures in those media, and $12.1 billion in unmeasured advertising, up 0.7%.

Cigars in the five-for-60¢ category account for more than 45% of U.S. cigar sales. Trade promotion and consumer sampling for American Sweets is being handled by SSC&B, which handles American Brands' other cigars, as well as Pall Mall and Tareyton cigarets. American Cigar also introduced Whiffs Tip cigars, an extension of its La Corona Whiffs brand. SSC&B is handling the limited advertising.

However, American Brands in July, 1986, sold American Tobacco to Mac Andrews & Forbes, Camden, N.J. That divestiture will affect the third quarter, 1986, results. American Brands will take a one-time $100 million, after-tax writeoff in the quarter to reflect charges in connection with the sale. The writeoff also involves expenses related to the closing of Durham, N.C., and Richmond, Va., plants.

American Brands has closed its 100-year-old cigaret making plant in Durham and moved production to a new high speed facility in Reidsville, N.C., about 45 miles away. Many of the 1,000 employed in the Durham facility were transfered to Reidsville. The company's Stemming facility in Richmond, Va., will be closed during the first quarter of 1987.

American Brands for the first half, 1986, reported net income of $216 million, up 11.3% from the same six-month period in 1985, on record sales of $4 billion, up 17.7%. Operating income for the same period was $477 million in 1986, up 45.2% from 1986. American Brands traditionally generates about half of its operating profit from cigarets.

AB's distilled beverage division, James B. Beam Distilling Co., increased its sales over last year by only 1.6%. This compares with a 2.2% increase in sales in 1984. The company's flagship brand, Jim Beam bourbon, remained the best-selling bourbon in the country, despite an industrywide decline in bourbon sales.

Beam must still contend with the macho image that many consumers associate with its bourbon and that company executives would like to escape. To change its image, Beam spent nearly $3 million in measured media advertising that tries to depict the bourbon as a more youthful brand.

Beam made an unusual move in 1985 when it introduced nationally Jim Beam ZZZingers, which mix Beam bourbon in a can with cola, ginger ale and lemon-lime soda. Beam spent $250,000 on the new product line, which is being handled by Bozell, Jacobs, Kenyon & Eckhardt, Chicago. Beam also entered the flavored schnapps market in 1985, with the introduction of Baron Von Scheuters line.

Despite a 2.6% increase in sales for American Brands' food products division, the division ended the year with a slight decline in operating profits. Sunshine Biscuits Inc., which accounts for the largest portion of sales in the division, completed the national rollout of its Sunshine American Heritage line of snack crackers.

In 1985 Sunshine entered the declining soft cookie market, dominated by Nabisco Brands, Keebler and Duncan Hines, with its new Chippy Chews, a soft chocolate chip cookie available in fudge, peanut butter, butterscotch and raisin flavors. Despite company boasts of "excellent consumer and trade support," Sunshine picked up less than 1% of the chewy cookie market last year.

Other products made by Sunshine are Fig Chewies, Krispy Saltine crackers, Hydrox cookies, Vienna Fingers cookies and Cheez-It crackers. Sunshine spent slightly more than $2.5 million in measured media, all in spot tv, for its cookie and cracker products.

Andrew Jergens Co., AB's personal care products division, spent $7.8 million in measured advertising in 1985, more than half of that on spot tv. This contributed to the parent company's growth in spot tv spending from only $804,000 in 1984 to $6.9 million in 1985.

Sales of Jergens products rose 10% to $147.1 million paced by Jergen's liquid soap, currently in third place in that growing category, with a 9.8% share, behind market leading Minnetonka and Procter & Gamble's Ivory. Minnetonka created the category in 1980.

In the hand-and-body moisturizer category, Jergens is No. 2 with a market share of 11%, behind Chesebrough-Pond's Vaseline Intensive Care, which commands a 19% share of the market.

American Brands' hardware and security division, which consists of Master Lock Co., Pinkerton's Inc., Prestige Group of Gallaher, MCM Products and a portion of Swingline Inc., had increased sales of 8.8% over the previous year. This represents the highest increase among all AB divisions. Master Lock spent $1.3 million in measured advertising, slightly greater than in 1984. Master Lock manufactures 250 padlock products.

ADVERTISING EXPENDITURES

($ in thousands)	1985	1984
Magazine	$35,025	$32,683
Newspaper	4,050	4,995
Newsp. supp.	364	140
Bus. pubs.	0	6
Network tv	2,339	10,783
Spot tv	6,912	840
Network radio	204	0
Spot radio	0	87
Outdoor	7,709	11,894
Network cable	100	111
Total measured	63,202	61,540
Unmeasured	96,798	155,791
Total	160,000	94,252

AMERICAN BRANDS
1700 E. Putnam Ave.
Old Greenwich, Conn. 06870-0811
(203) 698-5000

AMERICAN TOBACCO CO.
Stamford, Conn.
Corporate Personnel
T.C. Hays, exec vp
Marketing Personnel
W.J. Moore, vp-adv
W.C. Stevenson, mktg controller
M.J. O'Neill, mktg services dir
E.T. Bonnett, sr rsch analyst
H.W. Bahrenburg, prod mgr, Carlton
E.J. Gesell, prod mgr, Lucky Strike
J.J. Mellett, media mgr
W. Degenhardt, media super
C.H. Mullen, sr vp-sales
T.F. McGuire, mgr-sales operations
Advertising Agency
Laurence, Charles, Free & Lawson, New York—Carlton, Lucky Strike, Silva Thins—Albert Magnane, Malcolm Minor, vps-mgmt supers; Thomas Keane, R. LaFrance, acct supers.

SUNSHINE BISCUITS
Woodbridge, N.J.
Marketing Personnel
Joseph P. Simrany, vp-mktg.
Alan B. Hiller, mgr-new business & specialty mktg
Harold B. Derstine, group prod mgr-crackers
Robert M. Lorys, group prod mgr-cookies
Hedy Britton, sr prod mgr-cookies
Richard Gomel, sr prod mgr-cookies
Gerald Jantzi, sr prod mgr-crackers
William Shadrach, sr prod mgr-crackers
Alexander Nichols, mgr-adv & mktg services
Carol Goggim, consumer relations supervisor-home economist
Christine Dominik, mktg-consumer rsch coord
Advertising Agency
Sherwood & Schneider, New York—Marvin Schneider, chmn-ceo; Lew Sherwood, president; Brendan Hawk, exec vp-genl mgr; Jim Williams, acct super.

FRANKLIN LIFE INSURANCE CO.
Springfield, Ill.
Marketing Personnel
Jack Watson, sr vp-mktg
T.M. Costa, vp, dir-sales promo

SOUTHLAND LIFE INSURANCE CO.
Dallas
Marketing Personnel
Joe W. Hopkins, sr exec vp-mktg officer
Virgil L. Hooper, second vp-dir special mkts

JAMES B. BEAM DISTILLING CO.
Chicago
Marketing Personnel
G. Lane Barnett, vp-dir mktg & adv
B.J. Bilocerkowycz, adv mgr
Advertising Agencies
Bozell, Jacobs, Kenyon & Eckhardt, Chicago—Jim Beam, Jim Beam and Cola—Norton X. O'Meara, mgmt super; Charles Brom, acct super.
HCM, Chicago—Beam's Black Label premium bourbon, Beam's Choice premium bourbon, Imported Kamora coffee liqueur, Imported Kamora decaffeinated coffee liqueur, Peter Heering cherry liqueur, UTU orange liqueur, Aalborg Akvavit, Gammel Dansk Bitters, Spey Royal scotch, Chateaux cordials, Dark Eyes vodka—D. Brashears, mgmt super.

MASTER LOCK CO.
Milwaukee
Marketing Personnel
Peter U. Jung, vp-mktg
Harv Schneider, mgr-mktg, communications
Advertising Agency
Cramer-Krasselt, Milwaukee—consumer trade, intl adv—W. Faude, acct super.

WILSON JONES CO.
Chicago
Marketing Personnel
A.E. Fontenot Jr., vp-mktg
R.F. Smock, vp-adv & mktg services
M.A. Rosenfeldt, adv mgr
Advertising Agency
Al Paul Lefton Co., New York—Jack Stack, vp; Robert Ellis, vp.

ACME VISIBLE RECORDS
Crozet, Va.
Marketing Personnel
Irving M. Sloan, adv mgr
Advertising Agency
Al Paul Lefton Co., New York—Jack Stack, vp; Larry Wilson, acct rep.

ACUSHNET CO.
New Bedford, Mass.
GOLF DIVISION
Marketing Personnel
Robert B. Forbush, vp-worldwide mktg-golf
John W. Hoagland, business mgr-golf balls
Theodore S. Ingalls, business mgr-intl mkt
Robert A. Shell, business mgr-apparel
Gerald M. Bellis, business mgr-accessories
RUBBER DIVISION
Marketing Personnel
James G. DeMello, vp-mktg devel

Guide to corporate boxtops

Consolidated Apex Systems
Garden State Estates, N.J.

RANK **51**

($ in millions)

Worldwide	1986	1984	% chg
Sales	7,308	6,995	4.5
Net income	425	414	2.8
U.S.	**1986**	**1984**	**% chg**
Sales	3,150	3,065	2.8
Operating profits	898	551	63.0
Advertising	160	156	2.7
Division sales	**1985**	**1984**	**% chg**
Enzymes	4,390	4,229	3.8
Commodities	569	519	9.6
Biomass	250	246	1.6
Additives	337	336	0.3
Food processing	507	494	2.6
Other	1,256	1,171	7.3

Consolidated Apex Systems is ranked 51st among the 100 Leading National Advertisers picked by Ad Age in this issue and based on total U.S. advertising spending in 1985, which is reported in this box either under Worldwide or U.S. bold headings.

Consolidated Apex Systems is based in Garden State Estates, N.J.

CAS reports on a calendar basis like most of the top 100. However, should a company report on a fiscal basis, the years heading the column would read, 1986 and 1985, if the fiscal year closing date occurs before this issue was published.

The advertising figure is a composite of CAS's media spending, both measured and unmeasured, contained in the tabular breakout at the end of the text in each profile. See "Where Ad Age got its data" on Page 16 for an explanation of the the tabular breakout.

Division sales are the business segments as defined by CAS and their sales for comparable years. However, should CAS have too many divisions to fit into the box, the editors combined those segments into "other." In this case, CAS segments for its specialty meats and chicken broiler production—both providing minor contributions to its strong industrial base—were merged into "other."

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Source: https://www.industrydocuments.ucsf.edu/docs/nzjl0000